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Short Description / Subject: Page highlighting the creation and early development of the Visual Communication Technology (VCT) program led by Dr. Gene W. Poor after leaving Kent State University.

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Development of the Visual Communication Technology Program (BGSU, 2001)

Formerly a professor at Kent State University, Dr. Gene W. Poor transitioned to Bowling Green State University after being invited by the dean of the College of Technology to create a new major at the forefront of visual communication and emerging media. Drawing on his experience across photography, video, graphics, animation, interactive media, and storytelling, Poor developed a program unlike anything offered in higher education at the time.

He went on to found the Visual Communication Technology (VCT) program—an innovative, hands-on, cross-disciplinary major that emphasized real-world problem-solving, production skills, and practical experience across multiple visual communication pathways. Long before “multimedia” became a buzzword, VCT students were integrating print, video, interactive design, corporate media, and emerging technologies into professional portfolios.

Over the next 30 years, Dr. Poor built, nourished, and led the VCT program with great pride. Generations of students graduated into successful careers in advertising, marketing, media production, corporate communication, design, and creative technology. Many credit the program’s unique structure—and Poor’s mentorship—for launching careers that continue to shape industries across the country.

In the faculty office halls in the College of Technology, in the back corner, one professor's office is always full during office hours. That professor is Gene Poor. Poor is the founder of the Visual Communications Technology (VCT). The university major at BG Visual Communication is a major that teaches students theories, principles and applications of print, video, photography, multimedia and graphic design. Formally a professor at Kent State University, Poor left teaching at Kent because the dean of The College of Technonlogy at BGSU asked him to start a major that would be on the cutting edge of visual technology. For 30 years

important aspect of VCT that Dr. Poor explains that students need.

Beyond founding, teaching and advising the largest major in the Collage of Technology, Dr. Poor lives a full life outside of the University. Dr. Poor has a family which consists of a wife, daughter, and two sons. He also owns a very successful animantronics business called Life Formations right here in Bowling Green. In the fall, many VCT students travel to Atlanta with Poor and Life Formations for the International Association of Amusement Park and Attraction Convention to experience a trade show.

Dr. Poor is also involved in building houses

GENE POOR

Founder of
Visual
Communications
Technology,
Gene Poor
entices his
students to be
passionate about
more than just
academics.

by Dustin

Poor has developed, nourished and overseen VCT with great pride, seeing many graduating students become successful in advertising, marketing and other VCT related jobs.

But there is even more to Poor that makes this man an incredible asset to the University. He is more than just a professor that lectures, he is one that tries to get involved with his students' academic achievements. He promotes student involvement with extra curricular activities both academically and socially. When asked what the key to his successful advising and teachings he explains, "The friendships that I make with my students are the way I touch the future. Professor's helped me in college so I want to do the same for my students." Dr. Poor explains that the main point he tries to get across to his students is, "to take something you are really passionate about and thread that together with aspects of

and woodworking. He built and previously owned a restaurant in Bowling Green which is now called Easy Street. Poor explained that it isn't easy to balance teaching, advising, owning a business and being part of a family, but he makes them all a priority. Poor explains his views on working, "I have never worked a day in my life because when I'm there I never have wanted to be somewhere else doing anything else."

When asked what he has gained, liked and learned most from teaching Poor answers, "The relationships that I have made with students, faculty and others is the most rewarding and important thing that I have from my experiences."